The Future of Internet Publishing

Wide Area Information Servers, Inc

Brewster Kahle, President

Telestrategies Internet 1995

1
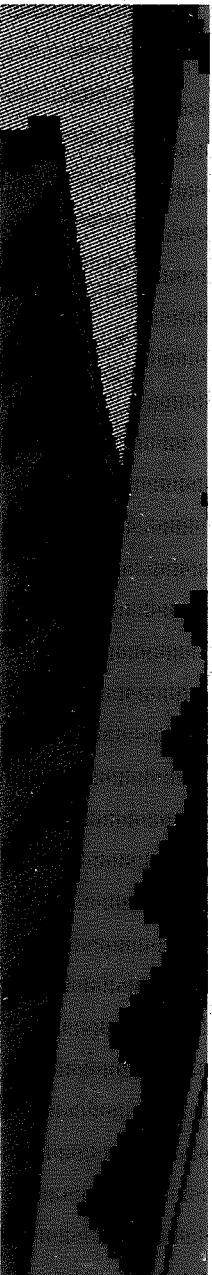
# Researcher's Demand...
Ease of FIND

- **Easy: Integrated delivery to** *their* **environment**
- **Fast: Integrated access to all relevant sources**
- **Relevant: high quality and on target**
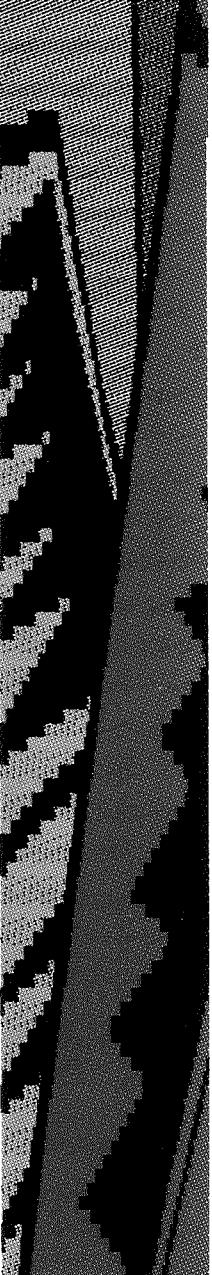
Internet Publishers' Response

- Move with the Technology
- Watch your Jewels
- Partner Well
- Do it now
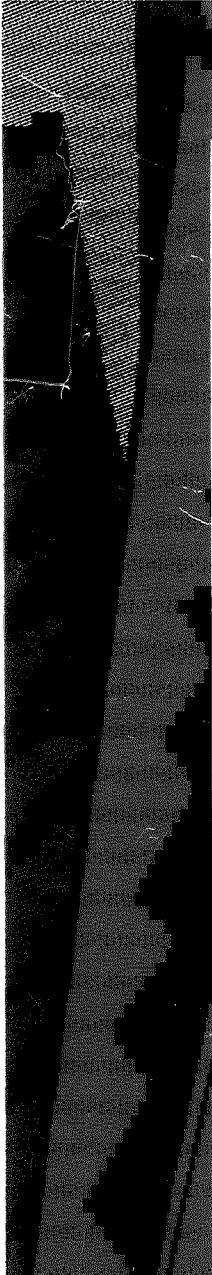
Electronic Research in Transition

- **Beyond Dialog: Shift from Mainframes to distributed servers**
- **Beyond internal systems: More material online from original sources**
- **Beyond homebrew tools: Commercial systems are driving the market**
- **Beyond text: CNN is setting a new standard**

- **Government can help in standards**

Publishing in Transition

- More publications
- Fewer readers per publication (avg.)
- New players (e.g. CNN, USA Today)
- New technologies: CD-ROM, On-line

- Consumers taking control by selection

Pre-Electronic: Printed Documents

- Editors push content to classes of customers
- Editors set schedules
- Same content for all
- Limited research capability
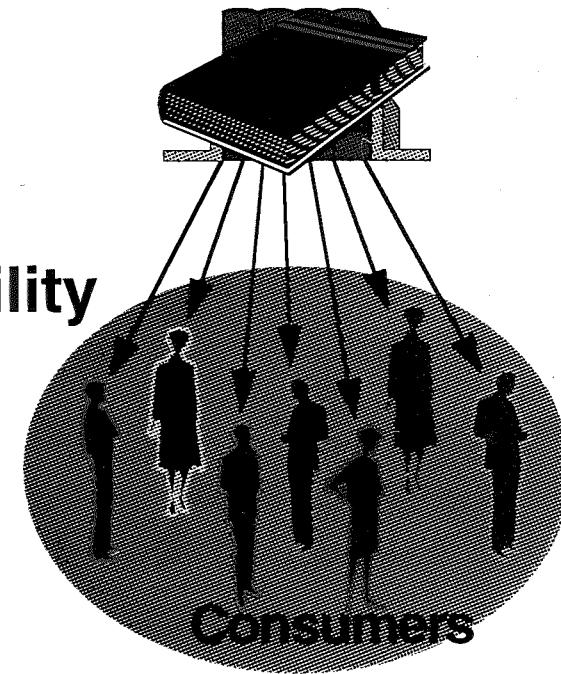
Early Electronic: Consumer Pull

- On reader's schedule
- Navigation by the consumer

Consumer

Editors
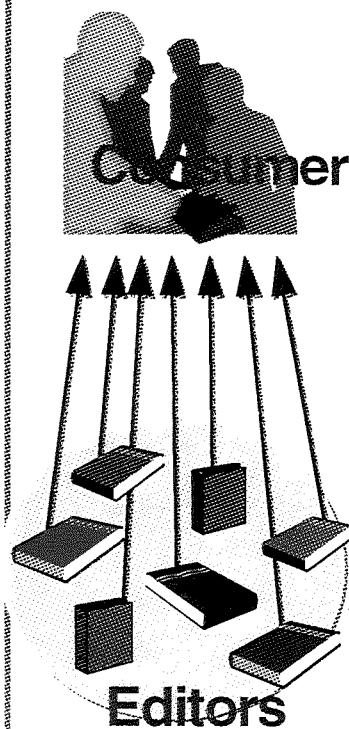
Mainframe Technolog:
Consumer: AOL, Research: Dialog
Internet Technology:
Web Browsing, Web Billboards

Maturing Electronic Publishing:
Information Aggregation

- Access to multiple sources
- Browsing AND research
- Publishers look-and-feel
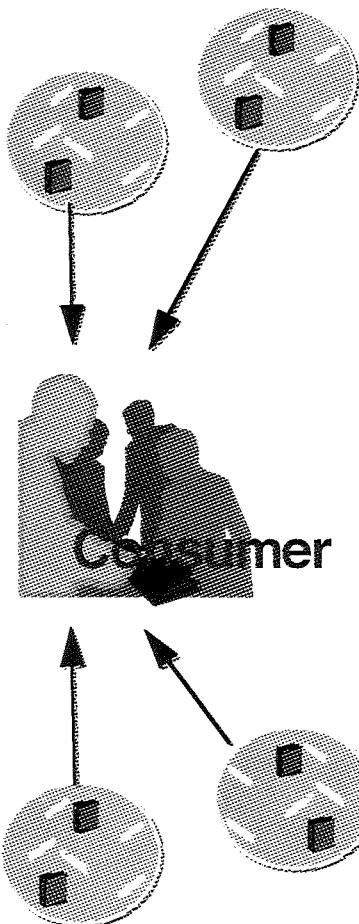
Web services: Engine behind the Interface

Agents deliver content in user's context

Consumer

CMP Publications Inc.   //tech.web//

WINDOWS

THE #1 RESOURCE FOR WINDOWS INFORMATION · MAGAZINE
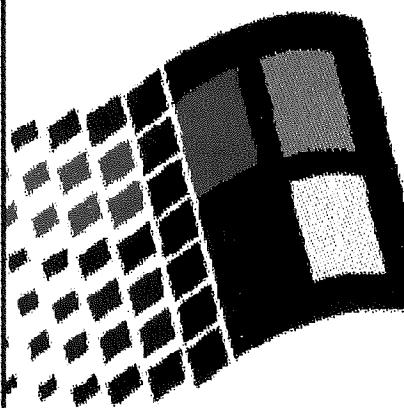
- From the Editor
- What's New
- Shareware
- Wintune
- People

WINDOWS MAGAZINE

W

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                            Global Information
                            Systems

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Help

Last Update: 1/19/94

Internet publishing is just a passing fad.

N

Look who's just passed you by.

CMP //tech.web//

Novell

ISN Internet Shopping Network

BRITANNICA ONLINE

Sun

SCHOLASTIC NETWORK
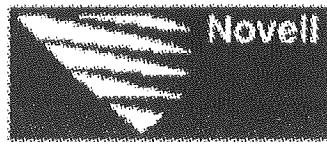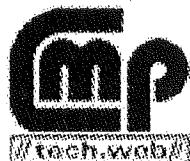
WAIS, Inc. helped these companies go on-line.

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Here you will find editorial information from all of CMP's publications stretching back over 3 months. For now, your access to this service is free of any charge. Let us know what you think by clicking on the feedback button on the bottom of any page.

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Publication(s) to be searched: **All**

Search for (text): Comdex Las Vegas   **Submit Query**

FROM: Month   **Jan**   Day   01   Year   **1994**

TO: Month   **Feb**   Day   10   Year   **1995**

Find only documents that match these additional criteria:

title:

author: Kevin Merrill

section:

column:

Submit Query

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TEXT SEARCH: | tell me about the United Kingdom   **Go**

Search Britannica text by words, phrases, or questions. For example: Why is the sky blue?

Display a list of   **10 articles**

Show the first paragraph of   **3 articles**

For World-Wide Web viewers that cannot handle forms:

- Index Search

- Text Search

Britannica Book of the Year 1994 – Events of 1993

Britannica Online Home Page / Merriam-Webster's Collegiate Dictionary / Help

tell me about the United Kingdom

Britannica Online contains at least 10 items relevant to 'tell me about the United Kingdom'.

United Kingdom (6,726 bytes)
> The **United Kingdom** (in full **United Kingdom** of Great Britain and Northern Ireland) is located off the northwestern coast of mainland Europe and consists of four geographic and historical parts--England, Scotland, Wales, and Northern Ireland. The **United Kingdom** makes up most of the British Isles--the geographic term for the group of ...

United Kingdom: The economy. (17,256 bytes)
> The **United Kingdom** has a developed mixed private- and public-enterprise economy that is largely based on services, especially international trade, and manufacturing. The government controls the production of coal, steel, and ships; it also runs certain utilities, the railways, and most civil aviation. The gross national product (GNP) is ...

United Kingdom (8,266 bytes)
> officially UNITED KINGDOM OF GREAT BRITAIN AND NORTHERN IRELAND, byname GREAT BRITAIN, or BRITAIN, island nation, situated off the northwestern coast of Europe in the Atlantic Ocean, covering an area of 94,251 square miles (244,110 square km). The capital is London. The **United Kingdom** comprises the island of Great Britain--consisting of ...

United Kingdom: NORTHERN IRELAND: Physical and human geography: THE ECONOMY: Finance. (1,349 bytes)

Jesus: The Christ and Christology: The gospel tradition: THE MESSAGE OF JESUS (10,358 bytes)

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United Kingdom: PHYSICAL AND HUMAN GEOGRAPHY: The economy: TRADE (2,299 bytes)

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United Kingdom: PHYSICAL AND HUMAN GEOGRAPHY: The economy (4,334 bytes)

United Kingdom: SCOTLAND: Physical and human geography: THE PEOPLE: Demographic trends. (1,527 bytes)

Query Report for this Search (1,070 bytes)

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United Kingdom

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[Flag]

[Map]

Introduction

The [Index] **United Kingdom** (in full **United Kingdom** of Great Britain and Northern Ireland) is located off the northwestern coast of mainland Europe and consists of four geographic and historical parts—England, Scotland, Wales, and Northern Ireland. The **United Kingdom** makes up most of the British Isles—the geographic term for the group of islands that also includes the republic of Ireland. Together, England, Wales, and Scotland constitute the larger of the two principal islands, while Northern Ireland and the republic of Ireland constitute the second largest. To the southwest of England are the Isles of Scilly, and to the south is the Isle of Wight. The Orkney and Shetland islands lie to the north of Scotland, and the Hebrides lie to the west. Off northwestern Wales is the island of Anglesey.

Apart from the land border with the Irish republic, the **United Kingdom** is surrounded by sea. To the south of England, and between the **United Kingdom** and France, is the English Channel. The North Sea lies to the east. To the west of Wales and northern England is the Irish Sea, while western Scotland and the northwestern coast of Northern Ireland face the Atlantic Ocean.

The area of the **United Kingdom** is 94,251 square miles (244,110 square kilometres). At its widest the **United Kingdom** is 300 miles across. From the top of Scotland to the southern coast of England it is about 600 miles. No part is more than 75 miles from the sea. The national capital is London, situated on the River Thames in the southeastern corner of England.

The names **United Kingdom**, Great Britain, and England are often confused, even by U.K. inhabitants. England is just one country within the kingdom. Great Britain comprises England, Wales, and Scotland, while the **United Kingdom** also includes Northern Ireland (although the name Britain is sometimes used to refer to the **United Kingdom** as a whole). Wales and England were unified politically, administratively, and legally by the acts of union of 1536 and 1542. In 1707 Scotland joined England and Wales in forming a single parliament for Great Britain, although the three countries had previously shared a monarch.

The **United Kingdom** is characterized by a long history and by political and cultural links with other areas of the world, the latter mostly a legacy of its large former empire. In modern times the **United Kingdom** is perhaps best seen as a middle-sized, middle-ranking industrial country.

0   100 mi
0   160 km

ATLANTIC
OCEAN

SHETLAND
ISLANDS

ORKNEY
ISLANDS

OUTER HEBRIDES
Ben Dearg 1081 m

North
Sea

Loch Shin

Loch Ness

INNER HEBRIDES
Ben Nevis 1343 m

SCOTLAND
GRAMPIAN
MTS.

Firth of
Forth

Loch Lomond

Glasgow

Edinburgh

Clyde

Newcastle
upon Tyne

PENNINES

NORTHERN
IRELAND Belfast

ISLE OF
MAN   Douglas

WOLDS

Irish Sea Bradford Leeds

Humber

IRELAND

Liverpool Manchester

Dublin

Sheffield

Snowdonia 1085 m

Stoke-on-Trent

Nottingham

Derby

Trent

Wolverhampton

Leicester

Birmingham   Coventry

Severn

Great Ouse

WALES   ENGLAND

Cardiff   Bristol

London

Bristol   Thames

Celtic
Sea

Bristol
Channel

BELGIUM

Dunkery
Beacon
519 m

Southampton

Strait of
Dover

LAND'S END

Plymouth

English
Channel

ISLES OF
SCILLY

FRANCE

CHANNEL IS.

⊕ Capitals
● Cities

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Investext Abstracts and Professional Investor Report. This service is
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Search Results

Running query with internet publishing

VOCALTEC INTRODUCES INTERNET PHONE, REVOLUTIONARY SOFTWARE FOR
REAL-TIME VOICE COMMUNICATIONS ON THE INFORMATION SUPERHIGHWAY
    Date: Feb 13, 1995, **Words:** 1038, **Score:** *******
NEW BOOK FROM MAXIMUM PRESS: 'MARKETING ON THE INTERNET'
    Date: Feb 13, 1995, **Words:** 575, **Score:** *******
VOCALTEC INTRODUCES INTERNET PHONE, REVOLUTIONARY SOFTWARE FOR
REAL-TIME VOICE COMMUNICATIONS ON THE INFORMATION SUPERHIGHWAY
    Date: Feb 13, 1995, **Words:** 1023, **Score:** *******
DowVision on the Internet Search Report
    Date: Feb 13, 1995, **Words:** 223, **Score:** *
Delphi Internet signs strategic technology agreement with Netscape Communications
    Date: Feb 8, 1995, **Words:** 1028, **Score:** *******
Performance Technology announces Instant Internet(TM); Internet access for NetWare and
POWERLan
    Date: Feb 6, 1995, **Words:** 717, **Score:** *******
Delphi Internet Services initiates aggressive worldwide expansion of online service; New service
seamlessly melds U.K., U.S. subscriber base
    Date: Feb 2, 1995, **Words:** 1120, **Score:** *********
AMAZING NEW BOOK BRINGS THE INTERNET TO THE MASSES; FIRST INTERNET
TABLOID TO HIT MARKET IN JANUARY 1995
    Date: Jan 25, 1995, **Words:** 903, **Score:** *******
IBM enhances premier Internet offerings with leased line services
    Date: Jan 24, 1995, **Words:** 1743, **Score:** *********
SPRY LAUNCHES THE FIRST WORLD WIDE INTERNET PARTNER PROGRAM; SPRY's
Internet Connect Program Brings Together Premier Internet Service Providers and Value Added
Resellers
    Date: Dec 6, 1994, **Words:** 962, **Score:** ***********

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Delphi Internet Services initiates aggressive worldwide expansion of online service; New service seamlessly melds U.K., U.S. subscriber base

Source: Business Wire via DowVision
Date: Feb 2, 1995   **Time:** 1:11 pm

CAMBRIDGE, Mass.--(BUSINESS WIRE)--February 2, 1995--Delphi **Internet** Services Corp, one of the nation's largest online services and, since 1992, a leading provider of complete **Internet** access, today announced U.S. access to its new service in the United Kingdom, Delphi **Internet** Limited.

Through the aggressive global expansion of its online service, Delphi **Internet** will initially expand its subscriber base beyond the U.S. to include U.K. members. Building on News Corporation's extensive presence in the U.K., Delphi **Internet** Limited will provide local access and unique, tailored services to personal computer users throughout the British Isles.

The move signals Delphi **Internet**'s expansion into international markets as part of the company's plans to become the premier online service for interactive entertainment, information and communications services for consumers worldwide. As a Delphi **Internet** Limited exclusive, members can instantly access headline news and technology, marketing, education and other up-to-the-minute information from the Times of London. Delphi **Internet** and its U.K. service are seamlessly integrated to enable members from the U.S. or U.K. to access services and chat with fellow members from either side of the Atlantic Ocean.

"Delphi **Internet** has established a strong presence in the U.S. as the predominant provider of **Internet** access to the home PC user and we aim to continue this success overseas," said Dr. Alan E. Baratz, CEO of Delphi **Internet**. "As a unit of News Corporation, a company with vast international resources, we plan to expand our services on a global basis and continue to demonstrate our commitment to bringing the benefits of a first-class online service to our members worldwide."

Launched just last September, Delphi **Internet** Limited has already become a market leader in Great Britain. In addition to the Times of London online, the U.K. service has also developed services for SKY Television, Jewish Chronicle, and two leading U.K. computer trades, PC Review and The Mac Magazine.

Delphi Internet is a trademark of Delphi Internet Services Corp.

```
CONTACT:  Delphi Internet Services      Schwartz Communications
          Nancy Morrisroe, 617/441-4532 Pam Hamilton
          nancy(at)delphi.com           Gwenn Gauthier
                                        617/431-0770
                                        pamhamilton(at) delphi.com
                                        gwenn(at)delphi.com
```

12:43 ET   FEB 02, 1995

Company:
NEWS CORP.
NEWS CORP. LTD. ADR

Industry:
MEDIA (UMBRELLA CODE)
PUBLISHING

Subject:
BUSINESS WIRE
HIGH-YIELD ISSUERS
INTERACTIVE & ONLINE SERVICES
INTERNET
NEW PRODUCTS AND SERVICES

Market:
CONSUMER CYCLICAL

Product:
ELECTRONIC PUBLISHING

Geographic:
AUSTRALIA
FAR EAST
MASSACHUSETTS
NORTH AMERICA
PACIFIC RIM
UNITED STATES - REGIONAL NEWS CODE FOR WIRES
EASTERN U.S.

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Novell Online Services

Find out about WordPerfect Internet Publisher from the Novell Applications Group.
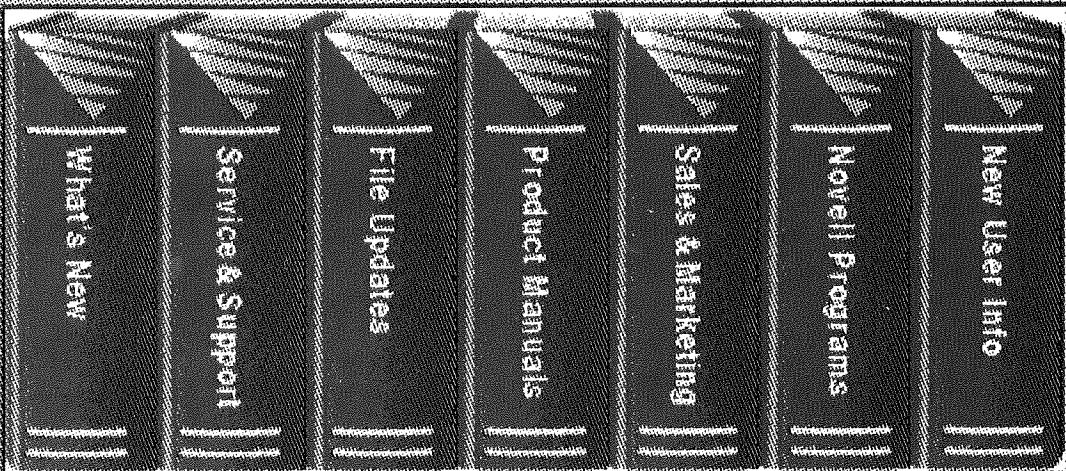
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- Download patches, updates, drivers, etc. directly from our Gopher server.
- Send pre-sales questions to Novell Product Specialists using our Product Information forms.
- Access the UnixWare Service and Support area.
- Download the latest Novell Press Releases.
- Link to our services in the Novell European Support Center.
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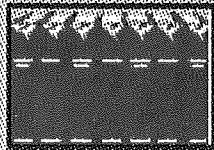
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Compone

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introduction. By
given access to

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Password

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User ID: aneesa

Password: *****|

OK   Clear   Cancel

Please enter a product name, a product number or any key word that best describes the document you are looking for: heat dissipation of Penti

Return a maximum of **10** documents.

Clear   Search

Beware! Many files are large. You may fill up your disk quickly by downloading several documents.
Please click on the Viewers button above for more information.

Last Modified 12/19/94

INTERNET SHOPPING NETWORK

Please Enter your Membership Code:

[   ] | SHOP |

Or if you are not a member...

| JOIN ISN NOW | | TAKE A TOUR OF ISN |

Important Security Notice

A text only version of this service is also available.

Now you can call 1 - 800 - 677 - 7467 (from 9AM to 5PM Pacific) to register as a member and get a
member ID immediately.

Credits and Corporate Background

Location: http://ww.internet.net/cgi-bin/power_search?

POWER SEARCHING

Define search criteria by selecting or entering search value and clicking the "submit search" button.

Select products:

whose name matches: account ing

and whose company name matches:

which are in group: **All Groups**

with minimum price of   **$100**   and maximum price of   **$25000**

Submit Search **Reset**

Location: http://www.internet.net/cgi-bin/search?product_name=acco

Search Results for:

All All Groups with product name matching "accounting" with price greater than $100 and less than $25000 and category matching "".

Software – Accounting Software

ACCPAC BPI ACCOUNTING II V4.0(DOS).............................3.5in Disks....$ 150.52
DACEASY ACCOUNTING V3.0 NETWORK(DOS)...........................3.5in Disks....$ 178.41
PEACHTREE ACCOUNTING V2.0 (MAC)................................3.5in Disks....$ 107.81
PEACHTREE ACCOUNTING V3.0(WINDOW)..............................3.5in Disks....$ 106.04
PEACHTREE INSIGHT ACCOUNTING(MAC)..............................3.5in Disks....$ 279.49

SPECIFICATIONS

PEACHTREE ACCOUNTING V2.0

```
Our Part Number:              293068
Product Description:
Product Category:             Software - Accounting Software
CPU:                          MAC
Manufacturer:                 PEACHTREE
Manufacturer Part Number:     PAM
Media:                        DSK 3
Weight:                             3.54 lbs.
Retail Price:                 $   169.00
```

OUR PRICE IS $ 107.81

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Selected Companies

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Cisco
Compaq Computer
Microsoft

Related Topics

Consumer Electronics
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Workstations

Personal Index

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Electronic Publishing

"MAKING $ ON THE INTERNET": 1 DAY INTERNET
   BUSINESS SEMINAR

INSIDE MORTGAGE FINANCE LAUNCHES FAX
   DATA SERVICE

Internet-based investor service completes trials; adds mutual
   funds to investment offerings

MicroNet announces Master CD Pro -- a 4x recording system
   for Macintosh; MicroNet also drops price on original
   Master CD

NETCOM Subscriber Base Surpasses 70,000; Six Times
   More Subscribers than a Year Ago

NEW FAX SERVICE ADDRESSES STATE OF THE
   UNION EVERY DAY

Premier Network Identity Builders BIG FAT TV to Help
   Interactive Video Enterprises Shape the Future of

Why the Internet?

- Growth
- Architecture
- Momentum

- Users have Flipping the Equation:
  - Don't Push
  - This is about "Demand Pull"

8

Internet Publishing for the Publisher

```
                                    ─── Mosaic Users
                                 ┌I┐
┌──────────┐   ┌──────────┐      │n│─── Gopher Users
│ Printing │───│ Internet │      │t│
│ System   │   │ Server   │──────│e│─Agent Users
└──────────┘   └──────────┘      │r│
     │              │            │n│
    ⎕             ⎕             │e│     ┌──────────────────┐
                                 │t│     │ Internet Gateways│
 Text           Index            └─┘     └──────────────────┘
 Images         Meta-data                        │
 Video          Cross-links                       ╲── Compuserve
                                                    ╲ Prodigy
                                                   America Online
                                                  • • •
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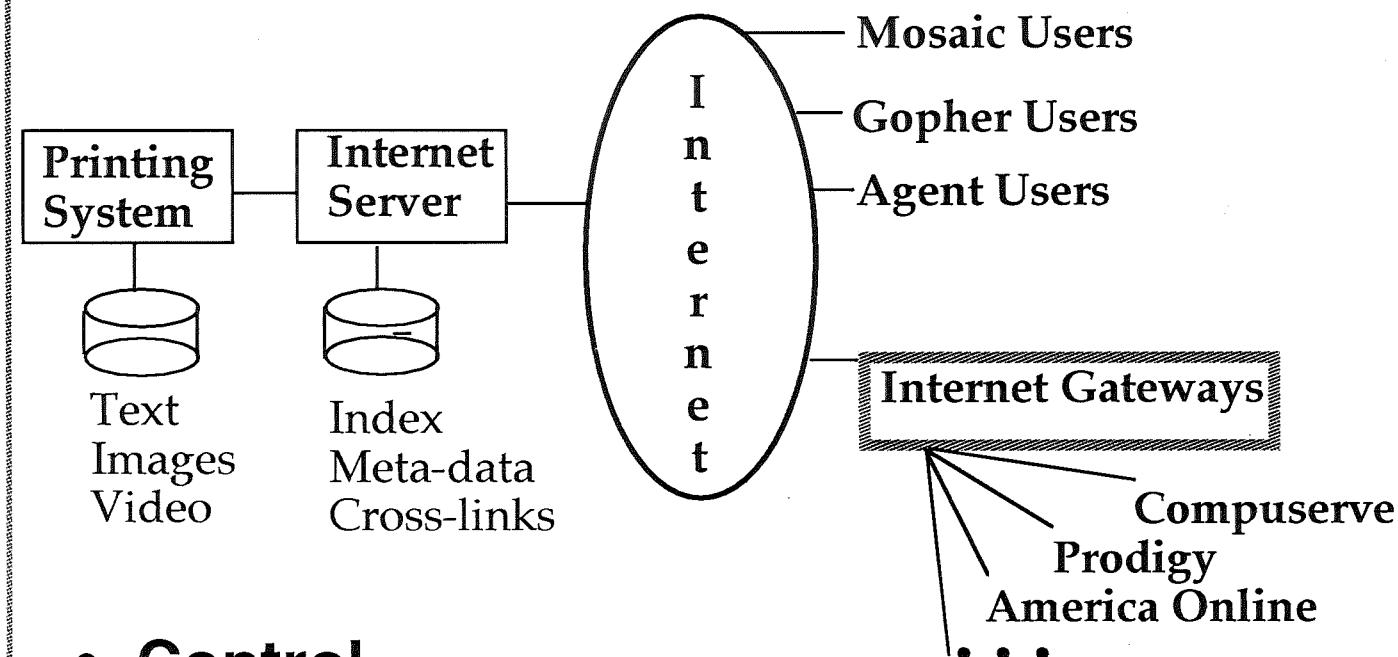
- **Control**

- **Distribution**

- **Advertising and Profits**

9
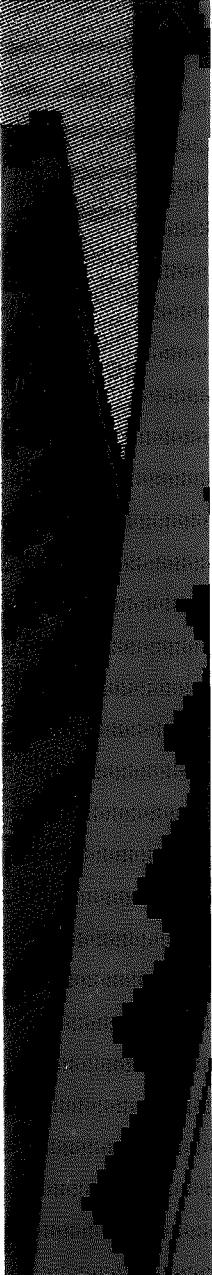
Internet Research:
Towards
Ease of "Find"

- ***Integrated Access*** to Personal/Corporate/ Published Information
- ***Personal Agents*** work on your behalf across sources
- ***Timely:*** When you want it
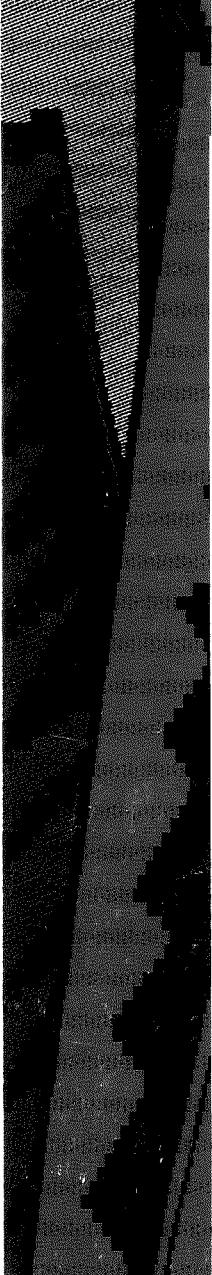
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- Protocols for Integration and Agents
- Complete services for Publishers
- Technology Partners

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Einet Galaxy

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Top of Page & Etc

EINet is a commercial provider of network communication and information service. The fish
Galaxy image comes from the Space Telescope Science Institute (STScI).

The Galaxy Staff can be contacted for more information.

Search for Shopping

40 hits

Search Clear selections

Galaxy Pages - Galaxy Entries ■ World-wide Web - Gopher - Hytelnet

Up - Home - Help - Search - Top - EINet Galaxy

14
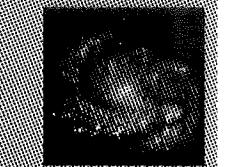
EINet Galaxy Directory Services

40 hits

Galaxy Pages — Galaxy Entries — World-wide Web — Gopher — Hytelnet

Search Clear selections

World-wide Web Results – for "shopping on the net"

40 of 41 qualifying documents in database (You can use boolean phrases to refine your search.)

- No Title – Score: 1000 Size: 128000
- World-Wide Web Servers – Score: 527 Size: 629106
- World-Wide Web Servers – Score: 522 Size: 650681
- Commercial Sites on the Web – Score: 470 Size: 39710
- Stanford Shopping Center – Score: 445 Size: 2065
- Coupler and Communication Companies – Score: 431 Size: 116708
- EUnet Deutschland Informationsdienste – Score: 376 Size: 9504
- Welcome to the Internet Shopkeeper – a WWW based mall – Score: 306 Size: 18268
- Interesting Business Sites on the Web – Score: 283 Size: 18268
- No Title – Score: 278 Size: 240706
- Architecture Database: ANU – Score: 278 Size: 2246

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Go

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Display a list of **40 articles**

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official name LELAND STANFORD JUNIOR UNIVERSITY private coeducational institution of higher learning at Palo Alto, Calif., U.S. The university was founded in 1885 and opened in 1891 by railroad magnate Leland Stanford and his wife, Jane (née Lathrop), and was dedicated to their deceased only child Leland Jr. The doors . . .

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official [Index] name LELAND STANFORD JUNIOR UNIVERSITY, private coeducational institution of higher learning at Palo Alto, Calif., U.S. The university was founded in 1885 and opened in 1891 by railroad magnate Leland [Index] Stanford and his wife, Jane (née Lathrop), and was dedicated to their deceased only child Leland, Jr. The doors were opened in 1891 to 559 students. The university campus consists largely of Stanford's former Palo Alto farm. The founders also established an endowment of $21,000,000. The buildings, conceived by Frederick Law [Index] Olmsted, the creator of Central Park in New York City, are of soft buff sandstone in a style similar to the old California mission architecture, being long and low with wide colonnades, open arches and red-tiled roofs.

Stanford maintains branch campuses in France, Italy, Germany, Austria and England. About half of its undergraduates study overseas at them for six-month periods. Advanced study centres are maintained in Japan, Taiwan and several other countries. The departments of the university are organized into schools of law, medicine, education, engineering, business, earth sciences, and humanities and sciences.

In 1921 the Food Research Institute of Stanford University was organized. The [Index] Hoover Institution on War, Revolution, and Peace, founded by Stanford alumnus Herbert Hoover during World War I, contains more than 1,000,000 printed and manuscript items dealing with 20th-century international relations. The [Index] Stanford Linear Accelerator Center was established in 1961 when Congress appropriated $114,000,000 for construction on the campus of an accelerator 2 miles long under contract with the Atomic Energy Commission. The Stanford Medical Center completed on the campus in 1959, now has more than 450 beds. The Hopkins Marine Station is maintained by the University at Pacific Grove on the Bay of Monterey.

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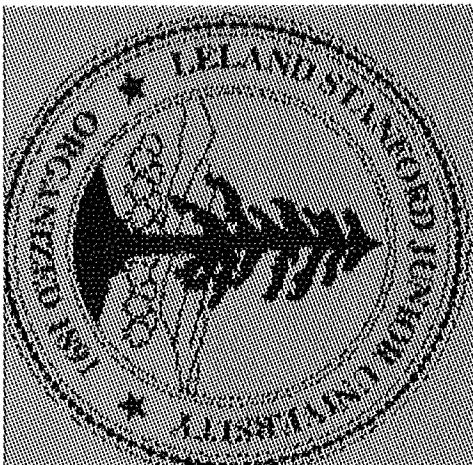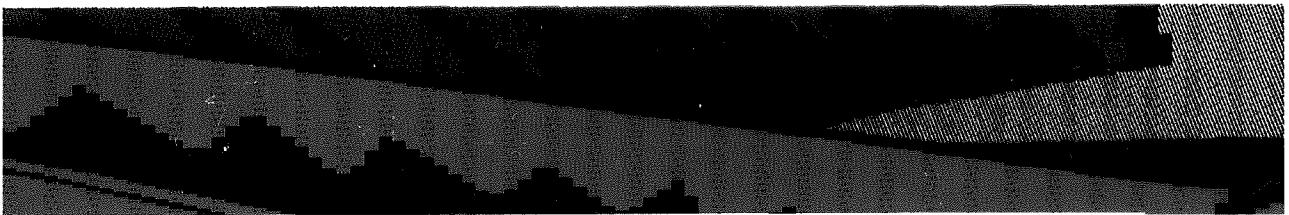
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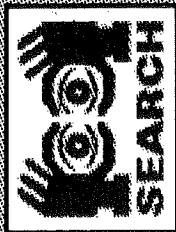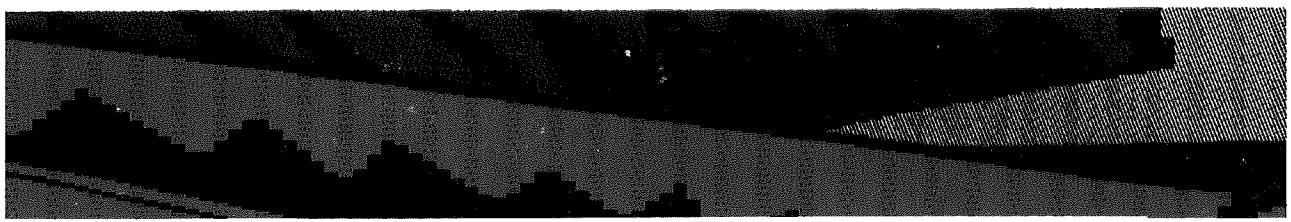
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